



### 3 Ways to Build Your Personal Brand

Creating your personal brand, or the qualities for which you're most known, requires self-awareness, or the ability to understand and recognize your thoughts, emotions, strengths, weaknesses, values, and motivations.

Having self-awareness allows us to consciously make decisions about our behavior, realize when we are emotionally dysregulated, and align our actions with our personal goals and values.

Our reputation (and thus our brand) is a reflection of the choices we make. Our words and actions toward others shape our reputation, serving as a reflection of our character and values. Every interaction, whether in spoken or written form, influences how we are perceived by those around us.

For example, consistently treating others with respect, empathy, and kindness not only fosters trust and admiration but also establishes a reputation built on integrity. Conversely, negative or insincere behavior can erode trust and tarnish our image.

Here are three ways to build your personal brand.

1. **Reflect:** What are your skills, strengths, values, and passions? Consider what makes you unique and what you bring to the table in your professional field, whether it's a hard skill you can use in job performance or a soft skill like being a good listener. Spend some time reflecting on how you wish to be perceived and make a list of attributes you want to exemplify. Creating your leadership vision is one way to reflect on your beliefs, values, and purpose. [Learn more about how to create your leadership vision here.](#)
2. **Add Value, Consistently:** What sets you apart from others? What is the main message you want to come across in your tone, online or offline? Is there expertise you can demonstrate or share with others? Think of ways you are a value-added member of your team or group and don't be afraid to brag about achievements in your arena! Use your PDP assessment to articulate and leverage your strengths. [Click here to request a PDP assessment if you have not taken one, or if it has been a while since you have taken.](#)
3. **Adjust and Adapt:** Seek feedback from mentors, colleagues, and peers to gain insights into how you are perceived. This can help you refine and enhance your personal brand over time. As you evolve professionally, your personal brand might also evolve. Stay open to adapting your brand to align with changing goals, experiences, and market trends. Consider participating in our 360 assessment process to seek feedback. [Click here for more information.](#)

It's not about creating an image, but rather about authentically showcasing who you are and what you offer, while providing value to those around you. What do you want to be known for?

-Rachel Dellinger, member of the 2023 Emerging Leaders Cohort